

ORDER



KSDK

Orders
Order / Rev: 699216
Alt Order #: 06227697
Product Desc: AKIN FOR SENATE
Estimate: 2465
Flight Dates: 07/29/12 - 08/06/12
Original Date / Rev: 08/06/12 / 08/06/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 432065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Akin,T/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 06/25/12 | 07/29/12 | 5 | \$6,600.00 | \$5,610.00 |
| 07/30/12 | 08/06/12 | 53 | \$70,250.00 | \$59,712.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| July 2012 | 5 | \$6,600.00 | \$5,610.00 | 0.00 |
| August 2012 | 53 | \$70,250.00 | \$59,712.50 | 0.00 |
| Totals | 58 | \$76,850.00 | \$65,322.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristin Waskie | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSDK | 69% | \$76,850.00 |
| Market | 100% | \$111,376.81 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KDNL | 2% | \$2,227.54 |
| KETC | 0% | \$0.00 |
| KMOV | 15% | \$16,706.52 |
| KNLC | 0% | \$0.00 |
| KPLR | 0% | \$0.00 |
| KTVI | 14% | \$15,592.75 |
| UNKWN | 0% | \$0.00 |
| WHSL | 0% | \$0.00 |
| WPXS | 0% | \$0.00 |
| WRBU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|-------------------|-----------------|--------------------|-----------------------|----------------|-----------------|---------------|---------------|-----------------------|-----|------------|-------------|-------|------------|
| 1 | KSDK | 07/30/12 | 08/03/12 | M-F 6-7A | CM | 6-7A | MTWTF-- | :30 | 5 | \$400.00 | P-3 | 0.00 | NM | 4 | \$2,000.00 |
| 6-7a | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 07/30/12 | 08/05/12 | MTWTF-- | 5 | | \$400.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 07/30/12-08/05/12 | | M-F 6-7A | 6-7A | | MTWThF---- | :30 | | (\$400.00) | | 0.00 | NM | | |

Order / Rev: 699216
 Alt Order #: 06227697
 Flight Dates: 07/29/12 - 08/06/12

Advertiser: Akin,T/R/Senate
 Product Desc: AKIN FOR SENATE
 Estimate: 2465
KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|----------|-------------------------------------|-------|----------------|------------|-----|-------|-----------------------|-----|------|------|-------|------------|
| 1 | KSDK | 07/30/12 | 08/03/12 | M-F 6-7A 6-7a | CM | 6-7A | MTWTF-- | :30 | 5 | \$400.00 | P-3 | 0.00 | NM | 4 | \$2,000.00 |
| <div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 07/30/12 08/05/12 MTWTF-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 5 \$400.00 0.00 </div> </div> | | | | | | | | | | | | | | | |
| <div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> See MG 1.6,1.7,1.8,1.9 [Raise to Rate Section 2: \$600] </div> </div> | | | | | | | | | | | | | | | |
| 2 | KSDK | 07/30/12-08/05/12 | M-F 6-7A | 6-7A | | 6-7A | MTWThF---- | :30 | | (\$400.00) | | 0.00 | NM | | |
| <div> See MG 1.6,1.7,1.8,1.9 [Raise to Rate Section 2: \$600] </div> | | | | | | | | | | | | | | | |
| 3 | KSDK | 07/30/12-08/05/12 | M-F 6-7A | 6-7A | | 6-7A | MTWThF---- | :30 | | (\$400.00) | | 0.00 | NM | | |
| <div> See MG 1.6,1.7,1.8,1.9 [Raise to Rate Section 2: \$600] </div> | | | | | | | | | | | | | | | |
| 4 | KSDK | 07/30/12-08/05/12 | M-F 6-7A | 6-7A | | 6-7A | MTWThF---- | :30 | | (\$400.00) | | 0.00 | NM | | |
| <div> See MG 1.6,1.7,1.8,1.9 [Raise to Rate Section 2: \$600] </div> | | | | | | | | | | | | | | | |
| 5 | KSDK | 07/30/12-08/05/12 | M-F 6-7A | 6-7A | | 6-7A | MTWThF---- | :30 | | (\$400.00) | | 0.00 | NM | | |
| <div> See MG 1.6,1.7,1.8,1.9 [Raise to Rate Section 2: \$600] </div> | | | | | | | | | | | | | | | |
| 6 | KSDK | 07/30/12-08/03/12 | M-F 6-7A | 6-7A | | 6-7A | MTWThF---- | :30 | | \$600.00 | | 0.00 | NM | | |
| <div> MG for 1.4,1.5,1.2,1.3,1.1 [n/a] </div> | | | | | | | | | | | | | | | |
| 7 | KSDK | 07/30/12-08/03/12 | M-F 6-7A | 6-7A | | 6-7A | MTWThF---- | :30 | | \$600.00 | | 0.00 | NM | | |
| <div> MG for 1.4,1.5,1.2,1.3,1.1 [n/a] </div> | | | | | | | | | | | | | | | |
| 8 | KSDK | 08/04/12-08/04/12 | Sat 5p | 5-530P | | 5-530P | -----Sa-- | :30 | | \$400.00 | | 0.00 | NM | | |
| <div> MG for 1.4,1.5,1.2,1.3,1.1 [n/a] </div> | | | | | | | | | | | | | | | |
| 9 | KSDK | 08/04/12-08/04/12 | Sat 6p | 6-630P | | 6-630P | -----Sa-- | :30 | | \$400.00 | | 0.00 | NM | | |
| <div> MG for 1.4,1.5,1.2,1.3,1.1 [n/a] </div> | | | | | | | | | | | | | | | |
| 2 | KSDK | 08/06/12 | 08/06/12 | M-F 6-7A 6-7a | CM | 6-7A | M----- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| <div> RATE REVISION <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 08/06/12 08/12/12 M----- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$600.00 0.00 </div> </div> | | | | | | | | | | | | | | | |
| 3 | KSDK | 07/30/12 | 08/02/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | MTWT--- | :30 | 4 | \$800.00 | P-3 | 0.00 | NM | 3 | \$3,200.00 |
| <div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 07/30/12 08/05/12 MTWT--- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 4 \$800.00 0.00 </div> </div> | | | | | | | | | | | | | | | |
| <div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 KSDK 07/30/12-08/05/12 M-F 5P News See MG 3.5,3.6 [must offer Rate Section 2 - \$1200 to clear.] </div> </div> | | | | | | | | | | | | | | | |
| <div> <div> 2 KSDK 07/30/12-08/05/12 M-F 5P News See MG 3.5,3.6 [Offer RS 2 \$1200 please - to clear] </div> </div> | | | | | | | | | | | | | | | |
| <div> <div> 4 KSDK 07/30/12-08/05/12 M-F 5P News See MG 3.5,3.6 [Offer RS 2 \$1200 please - to clear] </div> </div> | | | | | | | | | | | | | | | |
| <div> <div> 5 KSDK 07/31/12-08/02/12 M-F 5P News MG for 3.2,3.1,3.4 [revised rate] </div> </div> | | | | | | | | | | | | | | | |
| <div> <div> 6 KSDK 07/31/12-08/02/12 M-F 5P News MG for 3.2,3.1,3.4 [revised rate] </div> </div> | | | | | | | | | | | | | | | |
| 4 | KSDK | 08/06/12 | 08/06/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | M----- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| <div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 08/06/12 08/12/12 M----- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$800.00 0.00 </div> </div> | | | | | | | | | | | | | | | |
| 5 | KSDK | 07/30/12 | 08/03/12 | | CM | 6-630P | MTWTF-- | :30 | 6 | \$850.00 | P-3 | 0.00 | NM | 5 | \$5,050.00 |

Order / Rev: 699216
 Alt Order #: 06227697
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Advertiser: Akin,T/R/Senate
 Product Desc: AKIN FOR SENATE
 Estimate: 2465

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-----------|-------------------|--------------------|-----------------|-------|-----------------------|-----------------|---------------|-------------------|-----------------------|-----|---------------|-------------|-------|-------------|
| M-F 6P News | | | | | | | | | | | | | | | |
| News Channel 5 at 6P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | MTWTF-- | | | | | 6 | \$850.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 07/30/12-08/05/12 | M-F 6P News | | | 6-630P | MTWThF---- | :30 | | (\$850.00) | | 0.00 | NM | | |
| See MG 5.7,5.8,5.9,5.10 [\$1275 - Rate Section 2 to clear.] | | | | | | | | | | | | | | | |
| 2 | KSDK | 07/30/12-08/05/12 | M-F 6P News | | | 6-630P | MTWThF---- | :30 | | (\$850.00) | | 0.00 | NM | | |
| See MG 5.7,5.8,5.9,5.10 [\$1275 to clear- RS 2] | | | | | | | | | | | | | | | |
| 3 | KSDK | 07/30/12-08/05/12 | M-F 6P News | | | 6-630P | MTWThF---- | :30 | | (\$850.00) | | 0.00 | NM | | |
| See MG 5.7,5.8,5.9,5.10 [\$1275 to clear- RS 2] | | | | | | | | | | | | | | | |
| 5 | KSDK | 07/30/12-08/05/12 | M-F 6P News | | | 6-630P | MTWThF---- | :30 | | (\$850.00) | | 0.00 | NM | | |
| See MG 5.7,5.8,5.9,5.10 [\$1275 - Rate Section 2 to clear.] | | | | | | | | | | | | | | | |
| 6 | KSDK | 07/30/12-08/05/12 | M-F 6P News | | | 6-630P | MTWThF---- | :30 | | (\$850.00) | | 0.00 | NM | | |
| See MG 5.7,5.8,5.9,5.10 [\$1275 to clear- RS 2] | | | | | | | | | | | | | | | |
| 7 | KSDK | 07/31/12-08/03/12 | M-F 6P News | | | 6-630P | -TWThF---- | :30 | | \$1,275.00 | | 0.00 | NM | | |
| Ⓜ MG for 5.5,5.2,5.6,5.3,5.1 [n/a] | | | | | | | | | | | | | | | |
| 8 | KSDK | 07/31/12-08/03/12 | M-F 6P News | | | 6-630P | -TWThF---- | :30 | | \$1,275.00 | | 0.00 | NM | | |
| Ⓜ MG for 5.5,5.2,5.6,5.3,5.1 [Did not air- Replaced with Bunner J/R/ Senate] | | | | | | | | | | | | | | | |
| 9 | KSDK | 07/31/12-08/03/12 | M-F 6P News | | | 6-630P | -TWThF---- | :30 | | \$1,275.00 | | 0.00 | NM | | |
| Ⓜ MG for 5.5,5.2,5.6,5.3,5.1 [n/a] | | | | | | | | | | | | | | | |
| 10 | KSDK | 07/31/12-08/03/12 | M-F 5-6A | | | 5-6A | -TWThF---- | :30 | | \$375.00 | | 0.00 | NM | | |
| Ⓜ MG for 5.5,5.2,5.6,5.3,5.1 [n/a] | | | | | | | | | | | | | | | |
| 6 | KSDK | 08/06/12 | 08/06/12 | M-F 6P News | CM | 6-630P | M----- | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| News Channel 5 at 6P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | M----- | | | | | 1 | \$850.00 | | 0.00 | | | |
| N 7 | KSDK | 07/30/12 | 08/05/12 | Olympics Zone | CM | Olympics Zone | MTWT--SS | :30 | 6 | \$2,250.00 | P-2 | 0.00 | NM | 10 | \$13,200.00 |
| Olympics Zone | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | MTWT--SS | | | | | 6 | \$2,250.00 | | 0.00 | | | |

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 Alt Order #: 06227697
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Advertiser: Akin,T/R/Senate
 Product Desc: AKIN FOR SENATE
 Estimate: 2465

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|---------------|--|-----------------|--|-------|-----------------------|---------|-----|-----------------|---------------|-------------------------|---------------|-------------|-------|-------------|
| N 7 | KSDK | 07/30/12 | 08/05/12 | Olympics Zone Olympics Zone | CM | Olympics Zone | MTWT-SS | :30 | 6 | \$2,250.00 | P-2 | 0.00 | NM | 10 | \$13,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | MTWT-SS | | 6 | | | | \$2,250.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| 4 | KSDK | 07/30/12-08/05/12 | | Olympics Zone | | Olympics Zone | | | MTWTh-SaSu | :30 | (\$2,250.00) | 0.00 | NM | | |
| | | See MG 7.8,7.9,7.10,7.11,7.12 [double spotted on 8/1 NA] | | | | | | | | | | | | | |
| 6 | KSDK | 07/30/12-08/05/12 | | Olympics Zone | | Olympics Zone | | | MTWTh-SaSu | :30 | (\$2,250.00) | 0.00 | NM | | |
| | | See MG 7.7 [PROGRAM DOESN'T AIR ON SUN 8/5] | | | | | | | | | | | | | |
| 7 | KSDK | 08/03/12-08/03/12 | | Olympics Zone | | Olympics Zone | | | -----F---- | :30 | \$2,250.00 | 0.00 | NM | | |
| | | Ⓜ MG for 7.6 08/05 [n/a] | | | | | | | | | | | | | |
| 8 | KSDK | 08/01/12-08/03/12 | | M-F 430-5p | | 430-5p | | | --WThF---- | :30 | \$500.00 | 0.00 | NM | | |
| | | Ⓜ MG for 7.4 08/01 [n/a] | | | | | | | | | | | | | |
| 9 | KSDK | 08/01/12-08/03/12 | | M-F 430-5p | | 430-5p | | | --WThF---- | :30 | \$500.00 | 0.00 | NM | | |
| | | Ⓜ MG for 7.4 08/01 [n/a] | | | | | | | | | | | | | |
| 10 | KSDK | 08/01/12-08/03/12 | | M-F 430-5p | | 430-5p | | | --WThF---- | :30 | (\$500.00) | 0.00 | NM | | |
| | | Ⓜ See MG 7.13 [Did not Air- Glendale Police Department news conference] | | | | | | | | | | | | | |
| 11 | KSDK | 08/01/12-08/03/12 | | M-F 5-6A | | 5-6A | | | --WThF---- | :30 | \$375.00 | 0.00 | NM | | |
| | | Ⓜ MG for 7.4 08/01 [n/a] | | | | | | | | | | | | | |
| 12 | KSDK | 08/01/12-08/03/12 | | Olympics Overnight | | Olympics Overnig | | | --WThF---- | :30 | \$75.00 | 0.00 | NM | | |
| | | Ⓜ MG for 7.4 08/01 [n/a] | | | | | | | | | | | | | |
| 13 | KSDK | 08/06/12-08/06/12 | | M-F 430-5p | | 430-5p | | | M----- | :30 | \$500.00 | 0.00 | NM | | |
| | | Ⓜ MG for 7.10 08/03 [n/a] | | | | | | | | | | | | | |
| 8 | KSDK | 08/06/12 | 08/06/12 | Olympics Zone Olympics Zone | CM | Olympics Zone | M----- | :30 | 1 | \$2,250.00 | P-2 | 0.00 | NM | 1 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/06/12 | 08/12/12 | M----- | | 1 | | | | \$2,250.00 | | 0.00 | | | |
| 9 | KSDK | 07/29/12 | 07/29/12 | Olympic Late News Olympics Late News | CM | Various | -----S | :30 | 1 | \$1,800.00 | P-2 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/23/12 | 07/29/12 | -----S | | 1 | | | | \$1,800.00 | | 0.00 | | | |
| 10 | KSDK | 07/30/12 | 08/05/12 | Olympic Late News Olympics Late News | CM | Various | MTWTFSS | :30 | 7 | \$1,800.00 | P-2 | 0.00 | NM | 7 | \$12,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/30/12 | 08/05/12 | MTWTFSS | | 7 | | | | \$1,800.00 | | 0.00 | | | |
| 11 | KSDK | 08/06/12 | 08/06/12 | Olympic Late News Olympics Late News | CM | Various | M----- | :30 | 1 | \$1,800.00 | P-2 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/06/12 | 08/12/12 | M----- | | 1 | | | | \$1,800.00 | | 0.00 | | | |
| 12 | KSDK | 07/29/12 | 08/05/12 | Olympics Weekend 4-6a Olympics Weekend DT | CM | 4-6a | -----S | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/23/12 | 07/29/12 | -----S | | 1 | | | | \$300.00 | | 0.00 | | | |
| | Week: | 07/30/12 | 08/05/12 | -----S | | 1 | | | | \$300.00 | | 0.00 | | | |
| 13 | KSDK | 07/29/12 | 07/29/12 | Olympics Weekend 6-9a Olympics Weekend DT | CM | 6-9a | -----S | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| | RATE REVISION | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/23/12 | 07/29/12 | -----S | | 1 | | | | \$1,500.00 | | 0.00 | | | |
| 14 | KSDK | 08/04/12 | 08/05/12 | Olympics Weekend 6-9a Olympics Weekend DT | CM | 6-9a | -----SS | :30 | 3 | \$1,500.00 | P-2 | 0.00 | NM | 3 | \$4,500.00 |

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Advertiser: Akin,T/R/Senate
 Product Desc: AKIN FOR SENATE
 Estimate: 2465

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------------|-----------|-------------------|-----------------|---|-------|-----------------------|-------------------|---------------|-------------|-------------------------|-----|---------------|-------------|-------|------------|
| 2XDAY/SUNDAY RATE REVISION | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----SS | | | 3 | | \$1,500.00 | | | 0.00 | | | |
| 15 | KSDK | 07/29/12 | 07/29/12 | Olympics Weekend 12-5p Olympic Weekend DT | CM | 12n-5p | -----S | :30 | 1 | \$2,400.00 | P-2 | 0.00 | NM | 1 | \$2,400.00 |
| RATE REVISION | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/23/12 | 07/29/12 | -----S | | | 1 | | \$2,400.00 | | | 0.00 | | | |
| 16 | KSDK | 08/04/12 | 08/05/12 | Olympics Weekend 12-5p Olympic Weekend DT | CM | 12n-5p | -----SS | :30 | 2 | \$2,400.00 | P-2 | 0.00 | NM | 2 | \$4,800.00 |
| RATE REVISION | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----SS | | | 2 | | \$2,400.00 | | | 0.00 | | | |
| 17 | KSDK | 08/04/12 | 08/04/12 | Sat 6p News Channel 5 at 6P Sat | CM | 6-630P | -----S- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S- | | | 1 | | \$600.00 | | | 0.00 | | | |
| 18 | KSDK | 07/29/12 | 08/05/12 | NC5 at 5P Sun News Channel 5 at 5P Sun | CM | 5-530P | -----S | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/23/12 | 07/29/12 | -----S | | | 1 | | \$600.00 | | | 0.00 | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S | | | 1 | | \$600.00 | | | 0.00 | | | |
| 19 | KSDK | 08/06/12 | 08/06/12 | Olympics Prime Olympics Primetime | CM | Olympics Primetime | M----- | :30 | 1 | \$4,650.00 | P-2 | 0.00 | NM | 1 | \$4,650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | M----- | | | 1 | | \$4,650.00 | | | 0.00 | | | |
| 20 | KSDK | 08/04/12 | 08/04/12 | Sat 5p News Channel 5 at 5P Sat | CM | 5-530P | -----S- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S- | | | 1 | | \$600.00 | | | 0.00 | | | |
| 21 | KSDK | 08/04/12 | 08/05/12 | Olympics Weekend 9-12p Olympics Weekend DT | CM | 9a-12n | -----SS | :30 | 2 | \$1,950.00 | P-2 | 0.00 | NM | 3 | \$3,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----SS | | | 2 | | \$1,950.00 | | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | KSDK | 07/30/12-08/05/12 | | Olympics Weekend 9-12p See MG 21.3,21.4 [OVERSOLD] | | 9a-12n | -----SaSu | :30 | | (\$1,950.00) | | 0.00 | NM | | |
| 3 | KSDK | 08/01/12-08/05/12 | | Olympics Late Fringe Ⓜ MG for 21.2 08/05 [oversold] | | Olympics Late Fri | --WThFSaSu | :30 | | \$1,500.00 | | 0.00 | NM | | |
| 4 | KSDK | 08/03/12-08/03/12 | | M-F 4P News Ⓜ MG for 21.2 08/05 [oversold] | | 4-430P | -----F---- | :30 | | \$450.00 | | 0.00 | NM | | |
| 22 | KSDK | 08/01/12 | 08/01/12 | Olympics Zone Olympics Zone | CM | Olympics Zone | --W---- | :30 | 1 | \$2,250.00 | P-2 | 0.00 | NM | 1 | \$2,250.00 |
| ADD TO SKED | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | --W---- | | | 1 | | \$2,250.00 | | | 0.00 | | | |
| 23 | KSDK | 08/05/12 | 08/05/12 | Olympics Weekend 6-9a Olympics Weekend DT | CM | 6-9a | -----S | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| ADD TO SKED | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S | | | 1 | | \$1,500.00 | | | 0.00 | | | |
| 24 | KSDK | 08/04/12 | 08/05/12 | Olympics Weekend 6-9a Olympics Weekend DT | CM | 6-9a | -----S- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 2 | \$1,500.00 |
| ADD TO SKED | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S- | | | 1 | | \$1,500.00 | | | 0.00 | | | |

Order / Rev: 699216
 Alt Order #: 06227697
 Flight Dates: 07/29/12 - 08/06/12

Advertiser: Akin,T/R/Senate
 Product Desc: AKIN FOR SENATE
 Estimate: 2465

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|-----------|-------------------|-----------------|--|--------|-----------------------|-----------------|-------------------|-------------------------|-----|---------------|-------------|-------|-------------|
| 24 | KSDK | 08/04/12 | 08/05/12 | Olympics Weekend 6-9aCM Olympics Weekend DT | 6-9a | -----S- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 2 | \$1,500.00 |
| ADD TO SKED | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S- | | | | 1 | \$1,500.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 07/30/12-08/05/12 | | Olympics Weekend 6-9a | | 6-9a | -----Sa-- | :30 | (\$1,500.00) | | 0.00 | NM | | |
| See MG 24.2,24.3 | | | | | | | | | | | | | | |
| [OLYMPICS ONLY AIR 8-9A ON THIS DATE AND THERE ARE NO AVAILS] | | | | | | | | | | | | | | |
| 2 | KSDK | 07/30/12-08/05/12 | | Olympics Weekday DT | | Olympics Weekday | -----S- | :30 | \$750.00 | | 0.00 | NM | | |
| Ⓜ MG for 24.1 08/04 | | | | | | | | | | | | | | |
| [oversold] | | | | | | | | | | | | | | |
| 3 | KSDK | 07/30/12-08/05/12 | | Olympics Weekday DT | | Olympics Weekday | -----S- | :30 | \$750.00 | | 0.00 | NM | | |
| Ⓜ MG for 24.1 08/04 | | | | | | | | | | | | | | |
| [oversold] | | | | | | | | | | | | | | |
| 25 | KSDK | 08/05/12 | 08/05/12 | Olympics Weekend 12-5pCM Olympic Weekend DT | 12n-5p | -----S | :30 | 1 | \$2,400.00 | P-2 | 0.00 | NM | 1 | \$2,400.00 |
| ADD TO SKED | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S | | | | 1 | \$2,400.00 | | 0.00 | | | |
| 26 | KSDK | 08/04/12 | 08/04/12 | Sat 6-7A Sat 6-7A | CM | 6-7A | -----S- | :30 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| ADD TO SKED | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S- | | | | 1 | \$300.00 | | 0.00 | | | |
| | | | | | | | | | | | | Totals | 58 | \$76,850.00 |